62

Spring 1962

Ro

Brownell® Roses Inc.

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U. S. Department of Agriculture

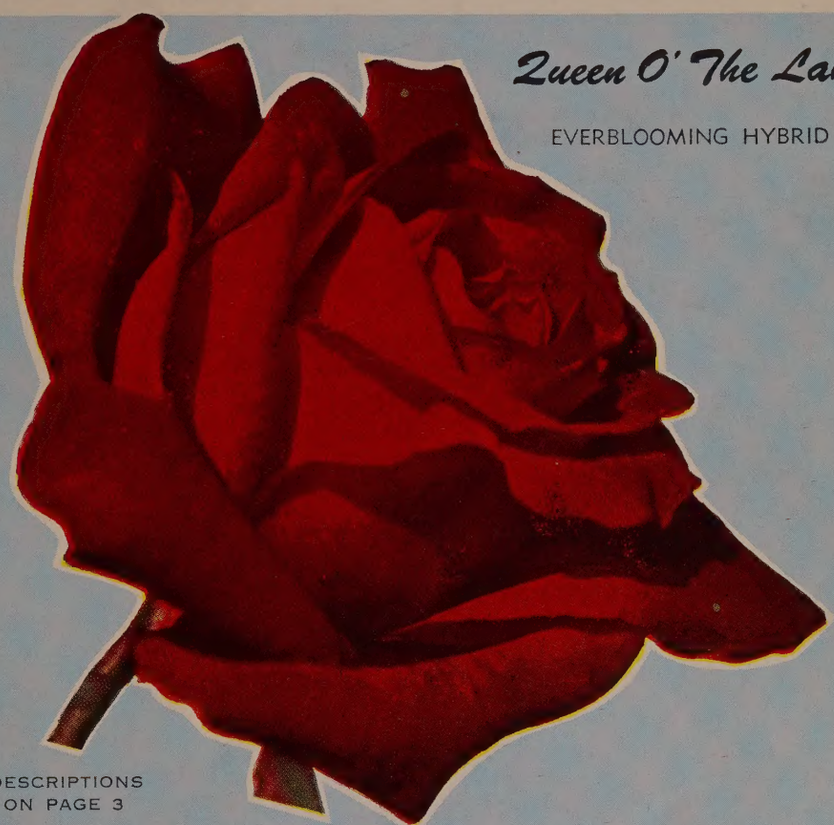
A SUB-ZERO ROSE
Brownell ORIGIN

LITTLE COMPTON, RHODE ISLAND

Curly Pink EVERBLOOMING HYBRID TEA

The Lourdes Rose EVERBLOOMING HYBRID TEA

Ave Maria EVERBLOOMING HYBRID TEA



Queen O' The Lakes
EVERBLOOMING HYBRID TEA

DESCRIPTIONS
ON PAGE 3

Pink Princess
EVERBLOOMING HYBRID TEA

Copyright 1962 Brownell Roses

Brownell Hardy Hybrid Teas and Climbers

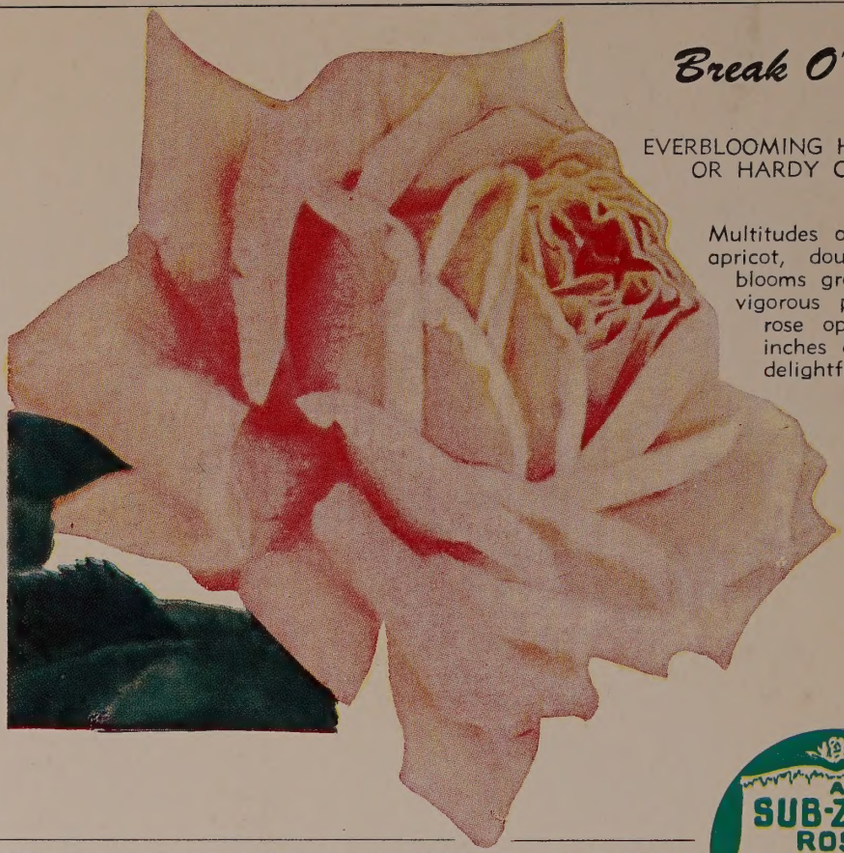
Golden Glow HARDY CLIMBER

This fragrant Hardy Climber produces an abundance of spectrum yellow blooms. It is famous too, having made its debut at the New York World's Fair, in the "Rose Court." Pure yellow roses open 3 to 4 inches.

Break O' Day

EVERBLOOMING HYBRID TEA OR HARDY CLIMBER

Multitudes of orange to apricot, double petaled blooms grow on these vigorous plants. Each rose opens 3 to 4 inches and emits a delightful fragrance.



A SUB-ZERO ROSE
Brownell ORIGIN

Red Duchess EVERBLOOMING HYBRID TEA OR HARDY CLIMBER

Luscious rose red, velvety blooms; most fragrant, no blackspot, abundant bloomer.

Recurrent, deep coppery-orange blooms grow singularly and in clusters, opening wide 3 to 4 inches. They have a most spicy fragrance and make a wonderful picking rose.

Copper Glow

HARDY CLIMBER

Sub-Zero Roses are Brownell Roses—sold **only** by Brownell and selected distributors **authorized** by Brownell.

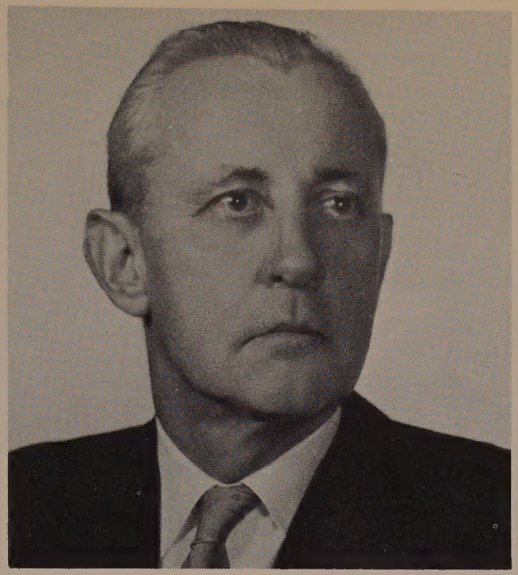
BROWNELL® ROSES INC. members of:
American Association of Nurserymen
New England Association of Nurserymen
National Mail Order Nurserymen's Association
Rhode Island Nurserymen's Association
American Rose Society

CLASSES AND PRICES

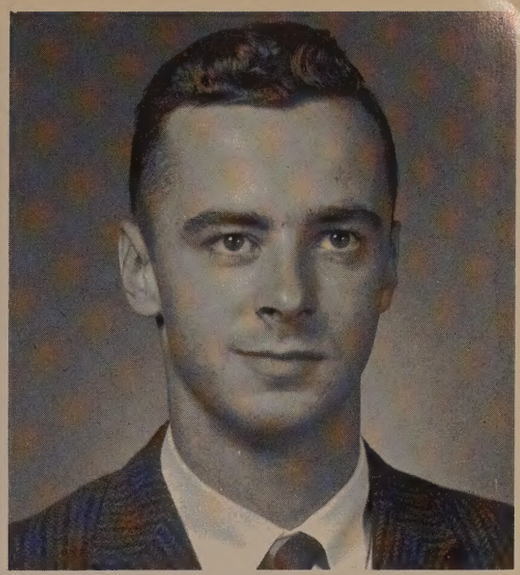
HYBRID TEAS
FLORIBUNDAS
CREEPERS
CLIMBERS
} **each $ 2.25 3 for $6.25, dozen $22.00**

PILLARS each $4.00 3 for $9.95 dozen $36.00
TREE ROSES each $9.00
THREE IN ONE TREE ROSE each $9.50
FOUNTAIN ROSES each $9.50
3-in-1 FOUNTAIN ROSE $9.50

Late Dr. and Mrs. Walter D. Brownell



Herbert C. Brownell, owner
Director of Research



Peter H. Brownell

Herbert C. Brownell who has been associated with his parents for over twenty years, is now the owner and Director of Research. His son, Peter H. Brownell, the third generation to be connected with the rose business, is a student of Agricultural Technology in college.

CURLY PINK—Matchless in the combination of size and form of bloom, beauty of cluster, blossom quality, constancy, vigor and foliage, hardiness and performance. Many large, two-toned pink blossoms in several stages often form a gorgeous bouquet on a single stem, two or more feet long; over fifty gracefully recurled petals. Blooms 5 to 6 inches in diameter. Grows 4 to 5 feet when established.

The LOURDES ROSE—One of the most brilliant Yellow Everblooming Hybrid Teas that has the added quality of being fade resistant. Blooms are 4 inches in diameter flaunted singly and in clusters and very double. Foliage is very glossy and practically disease immune. Bush grows to 5 feet in height and glows under a constant sucession of roses.

AVE MARIA—Nearly white Hybrid Tea, a vigorous, upright grower that reaches a height of 5 feet. Blooms singularly and in clusters right up to frost. For the purity of its beauty this rose is a favorite with thousands of gardeners.

QUEEN o' the LAKES—Named for the Queen of Minnesota's Aquatic Sports. A vigorous upright grower of up to 5 feet in height with blooms of 5 to 6 inches in diameter. No diving beauty could show greater fullness of grace, brilliance and elegance of form or color more beautiful than this charming queen of flowers. The queen of all double reds. Deep and velvety.

PINK PRINCESS—A beautiful upright grower, vigorous bloomer singly on stems. Bud is deep pink that blooms slightly lighter and is famous as the first Hybrid Tea free from premature defoliation. Very double; no blackspot.

The Brownells Bred The FIRST Sub-Zero Roses!

Only Brownell Roses Are SUB-ZERO!

Thanks to the indefatigable labor of love of the late Dr. Walter D. and Mrs. Brownell, over a 60 year span, modern roses have achieved a burgeoning beauty and virility previously thought unobtainable. While 19 out of 20 garden lovers prefer roses to any other flower, only a small minority had the patience and determination to persevere against the many obstacles to successful rose culture.

Blackspot required constant dusting and spraying. Hot summers, drought, mildew and freezing winters took a heavy toll. Leaves discolored and dropped. Flowers shriveled and plants stopped blooming. The rose bush was just too delicate to successfully withstand its many natural enemies without extreme care and pampering.

Could the Rose be given more sturdiness and vigor to face up as staunchly against disease and climate extremes as the lilac, forsythia and hydrangea? Hybridizing had been practised for scores of years to produce new and different roses but the weaknesses of the parent plants were constantly transmitted to the progeny. So the rose remained an easy prey to disease and temperature extremes.

Dr. and Mrs. Brownell decided, after years of study and experimentation, that perhaps the answer to added vigor and hardiness for roses lay in genetics. Find the lusty parent rose with such desirable qualities as resistance to disease and immunity to scorching heat and extreme cold and try, through hybridizing, to pass along these hardy strains to an enfeebled rose culture.

After world-wide search the Brownells found in the Orient the rose they were looking for, Rosa Wichuraiana. They literally picked out the inherited characteristics of sub-zero hardiness and resistance to disease and through long term breeding with other desirable Roses have given to America a new race of Roses of exceptional value. In addition they have added greater fragrance to the Hybrid Teas; combined tallness and everbloom; perfected everblooming Pillars and Creepers, which have the beauty and size of Hybrid Teas.

Now thousands who gave up trying to grow roses can return them to their gardens with a wide choice of more than 60 different types of exotic Brownell Sub-Zeros.

It took over sixty years of painstaking hard work and hundreds of thousands of pollinations to perfect these Brownell Sub-Zero Roses. Roses that live for decades—many of them completely free from blackspot, others staunchly resistant to it—roses that grow your favorite blooms in armfuls—roses that bloom throughout the summer, till frost-roses that grow taller, bushier and vigorously take care of themselves.

The Brownells have been acclaimed by leading Rosarians, Rose Societies, Universities, etc., etc.

Massachusetts Horticultural Society (one of the oldest) awarded the Jackson Dawson Gold Medal for Rose breeding with citation, and honorary membership in the Society.

Garden Club of America The late Walter D. Brownell of the Brownell Rose Research Gardens has received the Jane Righter Rose Medal award of the Garden Club of America, under the following citation: "The War of the Roses was fought in England centuries ago. A far more recent victory has been won almost singlehanded in this country by Walter Brownell who vanquished that enemy of the Rose, Blackspot. He became a student of genetics. Thousands who never before could grow them are now successful since the development of the Sub-Zero Rose. His name is acclaimed from Saskachewan to Texas, from the Atlantic to the Pacific. Not satisfied with these accomplishments he has added greater fragrance to the Hybrid Teas. To Walter D. Brownell, who enables us to show that perfect beauty, The Garden Club of America is happy to present the Jane Righter Rose Medal, grateful that 'The Rose is Heaven's utterance of a kiss'."

New York Society of Arts and Sciences
Brooklyn Botanic Garden Division

The late Dr. and Mrs. Brownell were honored by a "citation" which read in part, as follows, "For the millions of new Roses you have hybridized and grown and the more than 60 varieties you have selected from these as worthy of your standards for introduction to the world of horticulture, the Brooklyn Botanic Garden awards you its Medal for Distinguished Service."

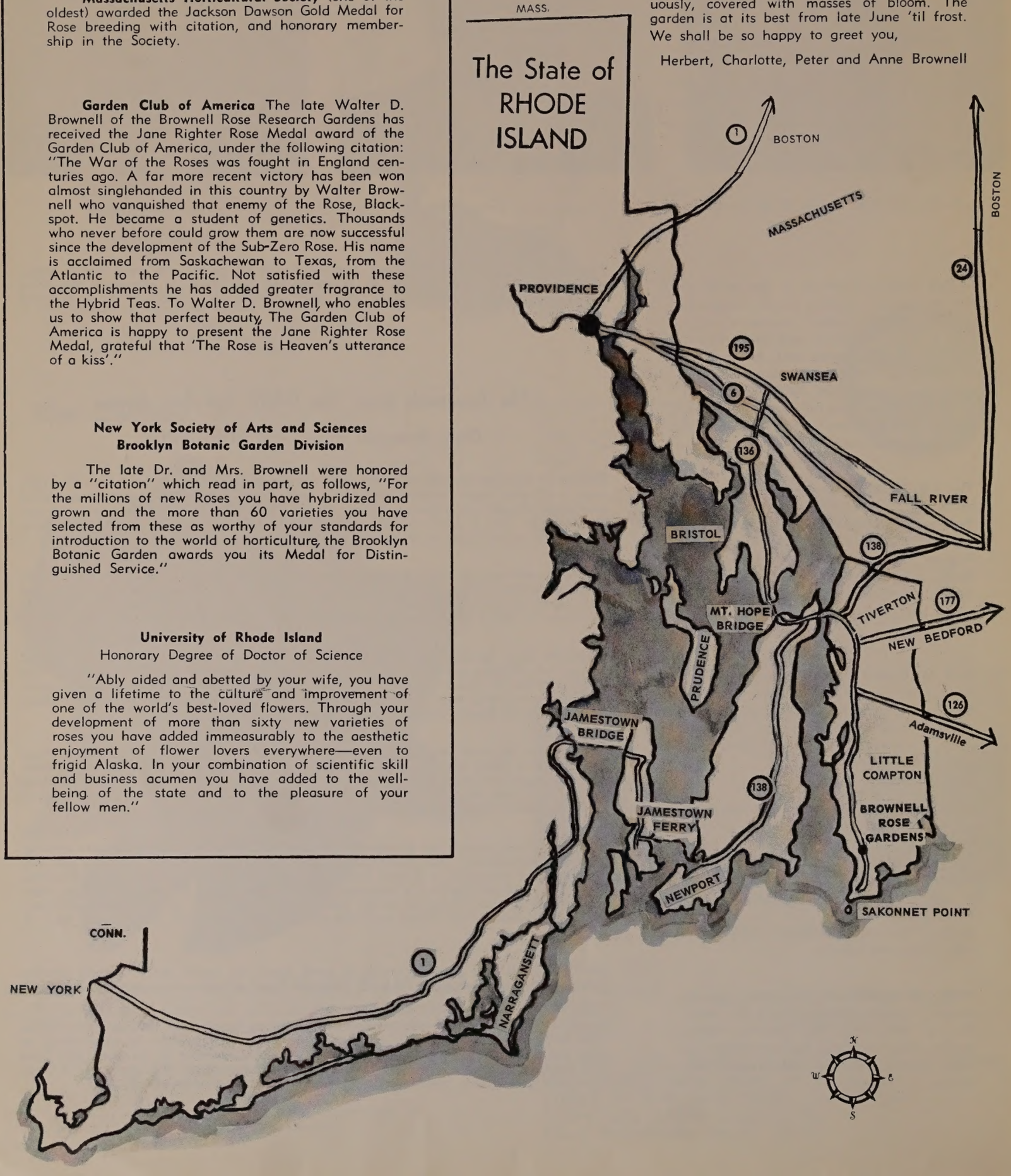
University of Rhode Island
Honorary Degree of Doctor of Science

"Ably aided and abetted by your wife, you have given a lifetime to the culture and improvement of one of the world's best-loved flowers. Through your development of more than sixty new varieties of roses you have added immeasurably to the aesthetic enjoyment of flower lovers everywhere—even to frigid Alaska. In your combination of scientific skill and business acumen you have added to the well-being of the state and to the pleasure of your fellow men."

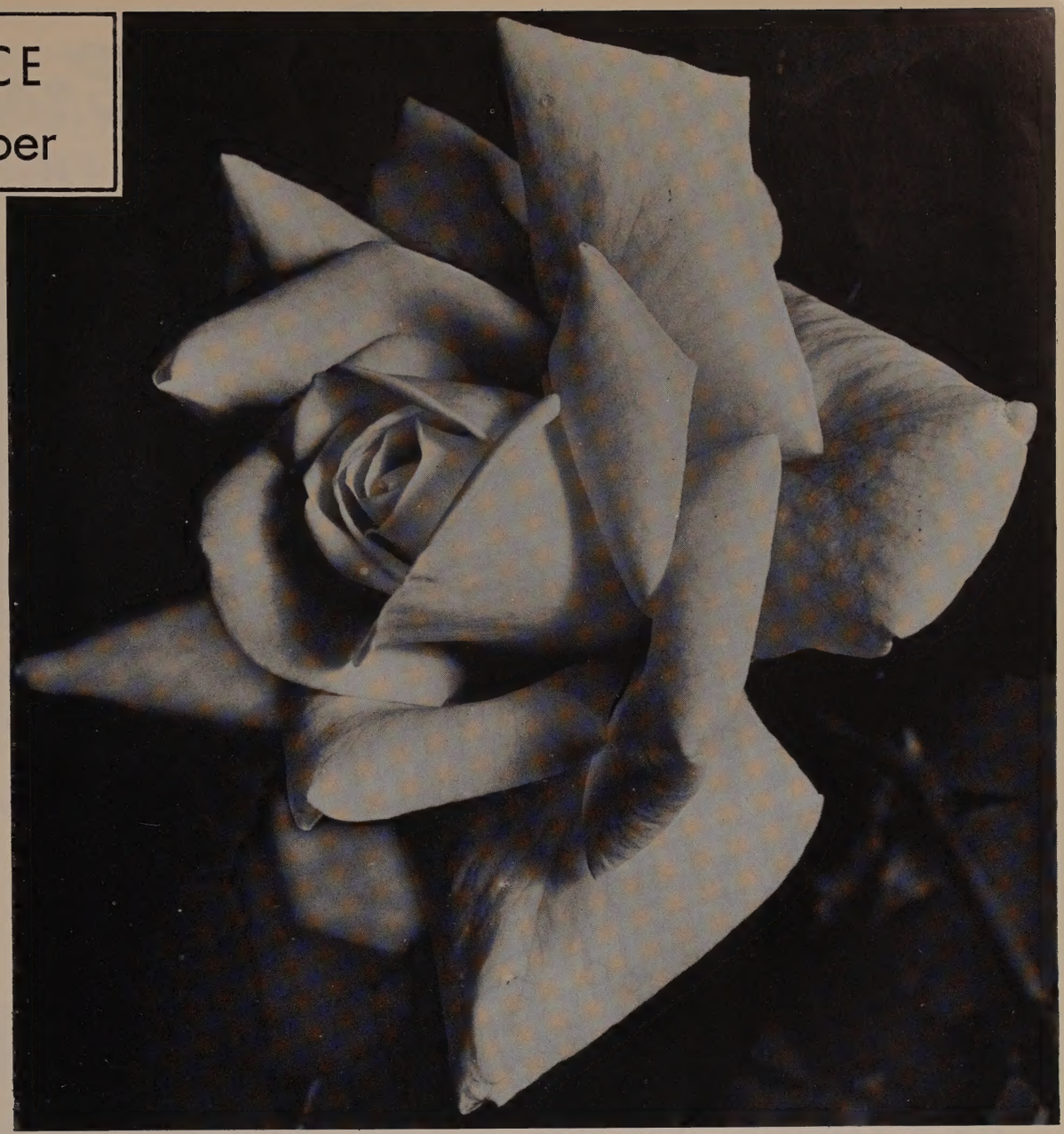
Come see Roses at their best in Brownell's Rose Research Gardens

We warmly invite you to visit the gardens where the late Dr. and Mrs. Walter D. Brownell spent more than fifty years of their life hybridizing and developing their now famous SUB-ZERO ROSES. See Roses that have been growing twenty and thirty years continuously, covered with masses of bloom. The garden is at its best from late June 'til frost. We shall be so happy to greet you,

Herbert, Charlotte, Peter and Anne Brownell



ELEGANCE
Hardy Climber



A "Show" Rose
A "Must" in
every Garden

One of the most spectacular Roses ever bred. Really gigantic blooms measuring five to six inches and more in diameter with 45 to 50 petals. Perfectly formed flowers with pure yellow center shading to delicate white. A vigorous climber that asks no quarter of heat, drought or cold and its SUB-ZERO inheritance will gladden the rosarian's heart with its magnificent blooming.

The originals of these letters are available in our files in Little Compton, R. I.

We do not print a letter without the writer's permission.

ST. GABRIEL DE BRANDON, QUE.
Your sub-zero Roses have given me both encouragement and pleasure. I am bringing through some 400 roses each winter with scarcely any losses—a continuing proof of your success in bringing iron-clad hardiness and resistance to disease into garden roses. My sincere appreciation to you for your magnificent contribution to the world of Roses. M. A. G.

SEWARD, ALASKA
Due to the remarkable performance of your Sub-Zero Roses I am centering my garden around them. They winter well in Alaska and this past summer, in spite of too much rain, your bushes supplied me with armfuls of as near perfect roses as ever beheld. In fact your Sub-Zero Roses have completely revolutionized my garden and as fast as I can make room for them I am replacing other less satisfactory plants with yours. M. V. R.

HATTIESBURG, MISS.
Your sub-zero Roses are amazing, as if from another world. They stand our very hot, dry summers beautifully and need less care than any rose I ever grew. I'm only sorry that I didn't have more confidence in your claims for them years ago, otherwise my garden, today would be all Brownell Roses. E. J.

DAYTONA BEACH, FLA.
The sub-zero Roses you sent me last year were very fine. I planted a bed of roses near the ocean on the street side of the building on January 5th and on March 5th we picked the first blooms, each plant was covered with buds. The flowers were so beautiful that the guests at the Cortez Hotel wanted me to exhibit them in the Daytona Beach flower show. Many people have asked me for your address so that they can grow roses like mine. S. A. R.

ST. PAUL, MINN.
I am strictly an amateur, loving roses but having to neglect them weeks at a time, yet your sub-zero roses have grown and bloomed magnificently. Suffice it to say that after my experience with Brownell Roses I will add nothing but your Roses to my collection. The purpose of this letter is to tell you how much I appreciate all the years of work you must have put into developing this super race of Roses. B. M. H.

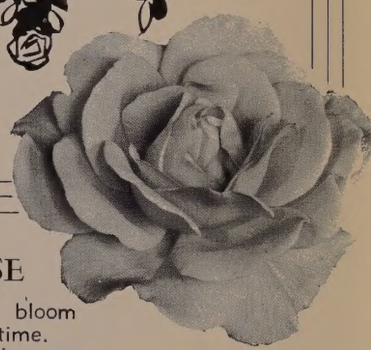
Graduate School of Business Administration, Office of the Dean. (In a two-page letter in which the Dean has ordered Roses for various friends of his in Denver, Col.; Lake Forrest, Ill.; Chester, Pa.; Dennison, Iowa; Wellesley Hills, Mass.; etc. the following P.S. is appended,) "This will be about the one-hundredth family I have introduced to the Brownell family. I don't think I have done anything that would bring much more happiness to some people even though my vocation in life is helping people in the point of view of personnel counseling." J. L. R.

BASKING RIDGE, N. J.
Last spring I got one plant of Handsom Red, which grew about 3½ feet, no disease, upright in growth, excellent foliage, bud and bloom. One of my friends, walking around, looking at the flowers when he spied my Handsom Red. With an exclamation of, "What is that?—why it's a new red rose competing with the sun." I have grown some of your roses for 2 years and I can see the vast difference. I can readily believe that in a short time your Roses will be the standard by which all others will be measured. F. K. C.

Brownell
3-in-1 RAINBOW Tree Roses

A SUB-ZERO ROSE
Brownell ORIGIN

Brownell
FOUNTAIN Tree Roses



3-in-1 RAINBOW TREE ROSE

A glorious bouquet of roses in 3 DIFFERENT COLORS, all on one tree. A breath-taking display that you must see to believe. A vivid succession of large glowing blooms from spring 'til frost, delightfully fragrant, a perfect rainbow of contrasting colors. BLUSH PINK—large, two toned, fully double. Abundant in lush colors. BLAZING RED—deep, velvety red. Up to 5 inches wide, fully double. Abundant, continuous bloom. BUTTERCUP YELLOW—large, very double, graceful form. Flowers constantly. Triple-budded to produce many more roses at eye-level, this Tree Rose will be the hi-spot of your garden for years to come. Each $9.50; 2 for $18.00; 4 for $35.00; 10 for $75.00.

FOUNTAIN TREE ROSE

Everblooming and guaranteed to bloom this coming Spring and live a lifetime. A graceful mass of fragrant blossoms obtained by budding special Brownell Everblooming Pillars on sturdy tree standards. Choice of LIGHT RED, DARK RED, YELLOW or PINK. Cascades of lovely large roses that have the size and beauty of the finest Tea Roses. Will bloom abundantly from spring to frost and stand temperatures as low as 15° below zero. Each $9.50; 3 for $25.00; 6 for $45.00; 10 for $75.00.

See the 3-in-1 Fountain Tree Rose in full color on the outside back cover

PLANT in the ROSE GARDEN along the DRIVE on the LAWN.

NON-SUSCEPTIBLE TO BLACKSPOT

Our definition of "non-susceptible" to blackspot is—

Such varieties during the growing season, under normal conditions, will not take blackspot regardless of the intensity of such infection surrounding them, a damaged leaflet or any seriously impaired may take blackspot but cannot transmit it to healthy leaves.

Pink Bouquet **Orange Ruffels** **Yellow Ruffels** **Red Duchess** **Pink Princess** **Dolly Darling** **Lafter Helen Hayes** **Curly Pink,** nearly so

BROWNELL
SUB-ZERO
TREE ROSES

Acclaimed as the PERFECTION of rose culture.

Never such a magnificent riot of glamorous blooms in such profusion. Their strong, straight, 3½-foot stems bear aloft bushy tops. Absolutely hardy and vigorously bred to live for decades, they will stand temperatures as low as 15° below zero. Two or more will add distinctive beauty to your garden, fill the air with fragrance and give you magnificent rose beauty at eye-level.

Choice of the following varieties:

- **Curly Pink** (two-toned deep pink)
- **Handsom Red** (velvety, brilliant red)
- **Orange Ruffels** (glowing, true orange)
- **Queen o' the Lakes** (deep velvety red)
- **V for Victory** (deep yellow, splashed red in bud)
- **Delightful** (light yellow with pink, peaches and cream)
- **Red Duchess** (luscious rose-red)
- **Helen Hayes** (yellow to orange to pink as they open)
- **Lily Pons** (nearly white with yellow center)
- **Pink Princess** (bud deep pink, opens to delicate pink)

$9.00 each

DOUBLE BUDDED

A SUB-ZERO ROSE
Brownell ORIGIN

BROWNELL Sub-Zero Everblooming Pillars

TALL as CLIMBERS... Bloom as freely as HYBRID TEAS

3 PLANTS $9.95

$4.00 EACH

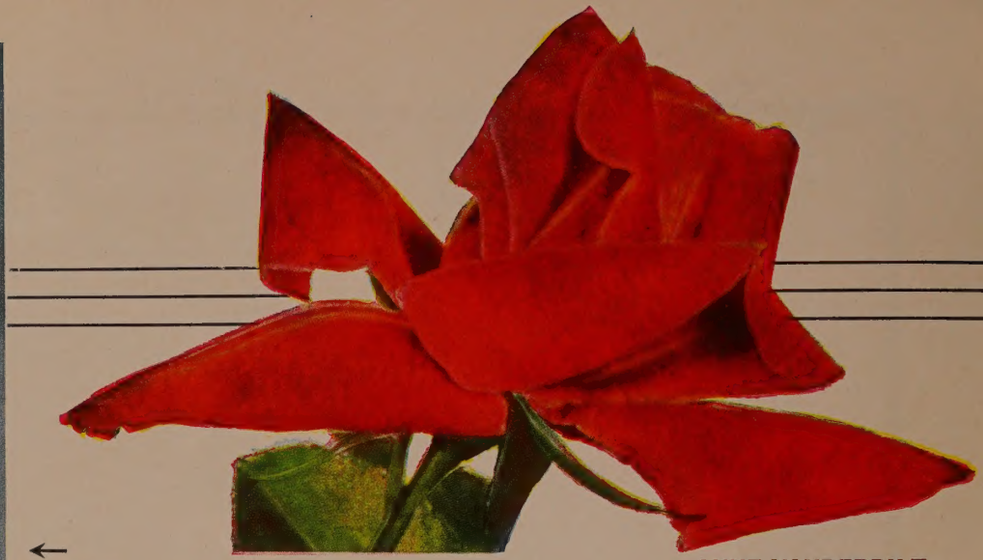
←— Light Pink 83 · Pink 82 · Yellow 84 · Light Yellow 122 · Red 73 · and Rhode Island Red

All the beauty of the finest Hybrid Teas with a miraculous versatility no Hybrid has heretofore enjoyed. They are an entirely NEW type of rose, pioneered and developed by us. BROWNELL Everblooming Pillars bloom on all stems and canes each year, as they grow. Cut back to any height and grow as bushes—let them grow as tall as the tallest climbers and cover the roof of your garage—train them as pillars, 8 feet high if you wish. Armloads of fragrant blooms on every plant through summer till frost. Big, perfectly formed roses in a gamut of delightful colorings, SUB-ZERO like hardy climbers. Choice of yellow, pink, light yellow, light pink, deep red, and Rhode Island Red.

ORDER BY COLOR and NUMBER

NOTE—All "3 for" group-offers prices apply only when plants are shipped together to one address. We pay delivery in the U.S.A. on all Roses shipped. Please add 50c handling charge per order. Plants will be shipped at proper time for planting in your locality.

← **LAFTER**
Floribunda



ANNE VANDERBILT
Floribunda

BROWNELL® SUB-ZERO

A superior strain of Floribundas with the added Sub-Zero hardiness that gives constant, intense blooms and prolific flowering all through the summer. All have the exquisite refinement of the Hybrid Tea (Nearly Wild excepted).

LAFTER. Sparkling orange shades and chromatic yellows, semi-double in thick clusters. Exceptionally vigorous. Bright, cheerful and *no blackspot.*

ANNE VANDERBILT. Magnificent coppery orange, informal, semi-double, very brilliant, fragrant, color constancy and constant blooming.

ATOMIC WHITE. Large, fully petaled white Hybrid Tea with a dainty trace of yellow. Very vigorous and a prolific bloomer.

NEARLY WILD. Strikingly colorful single flowers in clusters larger and more brilliant than ordinary wild roses. Inimitable in its constancy of bloom all summer. Excellent bordering shrubbery or for hedges. Poignant wild rose fragrance—sub-zero.

KING BOREAS. Named for the Aurora Borealis, King of Minnesota Winter Sports, who loves his roses when the long sub-zero nights are gone. Lemon-yellow, completely double, free abundant bloomer. A standout.

The following are illustrated on opposite page.

YELLOW CREEPING EVERBLOOM. Very vigorous with excellent foliage. May be grown upright, spirally around post, tripod or fanshaped against rack. For a ground cover it is second to none. A dependable rebloomer. Clear yellow roses in abundance.

LILY PONS. Exquisite creamy white with a pure yellow center. Large graceful flowers of indescribable delicacy, vigorous free bloomer. Because of its extreme hardiness it's a favorite in the gardens of the cold northwest.

ORANGE RUFFELS. Acknowledged one of the most beautiful roses of all time. A gorgeous new color of orange never before found in Rosa. Luminous, like glowing sunshine in the rain. Large flowers, as many as fifty petals gracefully curled, fringed and ruffled, shading from capricum orange through to saffron yellow. Add to these sub-zero and no blackspot.

COUNTRY DOCTOR. Unusual in that its large, very double, 5-inch handsome ovoid blooms have petals that recurve *outward.* Color is a deep silvery pink with gleaming satiny lustre.

ARCTIC FLAME. Like a burning bush of fiery ruby red with blooms up to 5 inches in diameter. A riot of roses, frequently over a hundred flowers to a plant.

DOLLY DARLING. Duo color petals, deep rose outside, crisp pink inside, blooms open wide to 3 inches and grow in clusters. One never has to spray or dust this Floribunda as it is free from blackspot.

ATOMIC WHITE—Hybrid Tea

You can count on this new, sturdier race of Roses, doing better not only in the cold regions of the North, but also in the extreme heat of the South.

Prices are for dormant Roses, 2 year field grown, guaranteed to bloom.

NEARLY WILD
Floribunda
←

BROWNELL SUB-ZERO ROSES reach you in perfect planting condition. Storage under our ultra modern facilities keep all plants at 31 to 32 Fahrenheit, prevents growth starting and keeps bushes in a dormant condition. Humidity kept at 85% to 90% prevents plants from drying out.

KING BOREAS
Floribunda

YELLOW CREEPING EVERBLOOM—Creeper

←DESCRIPTIONS ON OPPOSITE PAGE

→ LILY PONS Hybrid Tea

ORANGE RUFFELS—Hybrid Tea

COUNTRY DOCTOR Hybrid Tea →

→ DOLLY DARLING Floribunda

GUARANTEE

Follow our simple directions for planting and winter protection and Sub-Zero Roses should thrive hardily for decades. We will replace any Brownell Rose purchased from us that does not live for 5 years—no other rose grower gives such a sweeping guarantee.

Plant label MUST accompany claims for replacements.

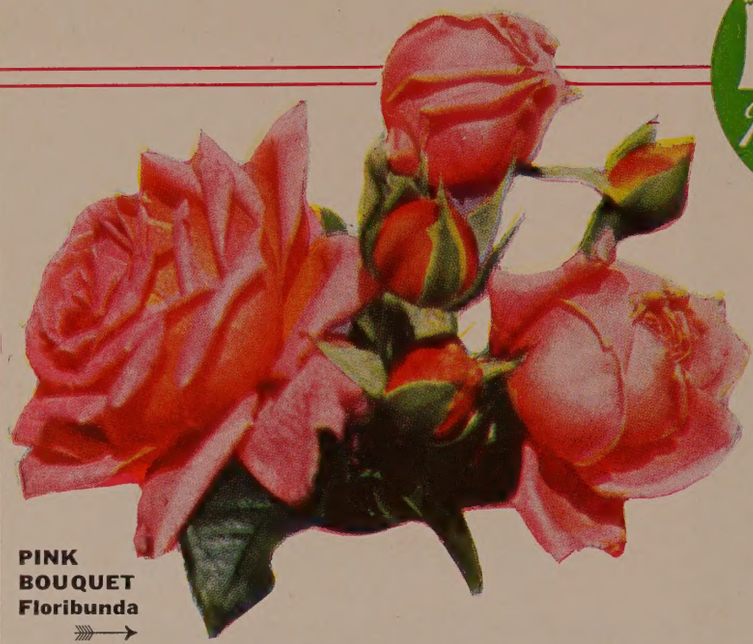
ARCTIC FLAME Hybrid Tea

DESCRIPTIONS ON OPPOSITE PAGE

HANDSOM
RED
Hybrid Tea

DELIGHTFUL
Hybrid Tea

A SUB-ZERO ROSE
Brownell ORIGIN



PINK
BOUQUET
Floribunda

E. I. FARRINGTON
Floribunda

©
MRS. ARTHUR
CURTISS
JAMES
Golden Climber

TIPTOES
Hybrid Tea

FLIRT—Casts a spell on its many lovers by its versatile combination of brilliant yellow and blushing pink. It often blooms in clusters adding an infectious note of gaiety to any bed of Hybrid Teas or Floribundas. Bush grows to about 3 feet with blooms 2 to 3 inches in diameter. One of the finest bicolor Floribundas.

TREASURE GOLD—An unusual treasure trove indeed with its flowers a beautiful vivid yellow—some red splashed and all very double. Bush is an upright grower to a height of 3 to 4 feet with scalloped edge roses singularly on stems. A most abundant blooming Hybrid Tea that will provide a distinctive splash of dazzling color to any rose garden.

Descriptions of Brownell Roses on opposite color page

HANDSOM RED—A new variety SUB-ZERO Hybrid Tea that has its own wonderful velvety sheen of glowing brilliant red. Invariably garden visitors exclaim, "That is the most beautiful red Rose I have ever seen." Fully double 5-inch blossoms with 45 to 50 petals. Exceptionally vigorous, growing to a height of 4 to 5 feet when established.

DELIGHTFUL—In grace of form and beauty of bloom this exceptionally vigorous Rose is a gardener's favorite. Variable on the same bush are brilliant light-yellow flowers; others glistening yellow-ochre, all splashed and sketched with crimson markings in a gamut of tones. Height up to 5 feet, when established.

PINK BOUQUET—No Blackspot. A vigorous, Floribunda SUB-ZERO Rose with large flowers that average 4-inches in diameter. Clustered all season with charming, multi-shaded pink recurled double blooms.

E. I. FARRINGTON—The glory of this large, double-red Floribunda, clothed in a mass of dainty leaves carries a grand brilliance of distinction; as has he who honored this new Rose variety with his name. For many years he was in charge of the Boston Flower Show and the Mass. Horticultural Society. Large 3 to 4-inch blooms on a vigorous plant.

MRS. ARTHUR CURTISS JAMES—In the opinion of many experts this is the SUPREME yellow Rose. An entirely hardy climber, exquisitely fragrant that carries its golden blossoms proudly on long stiff stems. The par-excellence bouquet Rose.

TIPTOES—A fairy-like Rose that is a fascinating mixture of blended red, orange and dainty pink tints with a penetrating sweet, spicy fragrance. A SUB-ZERO Hybrid Tea that blooms heavily and persistently. Everybody's favorite.

CHOICE of SELECTED SUB-ZERO HARDY CREEPERS

APRICOT GLOW—A mass of Blush-Copper-Pink double 3 inch Roses in abundant clusters.

CARPET of GOLD—One of the earliest bloomers to brighten the garden with waves of brilliant yellow. Semi-double; 3 inches in diameter.

CORAL CREEPER—Many shades of ocean coral complementing other delightful rose tints. Clusters of 2 to 3 inch roses.

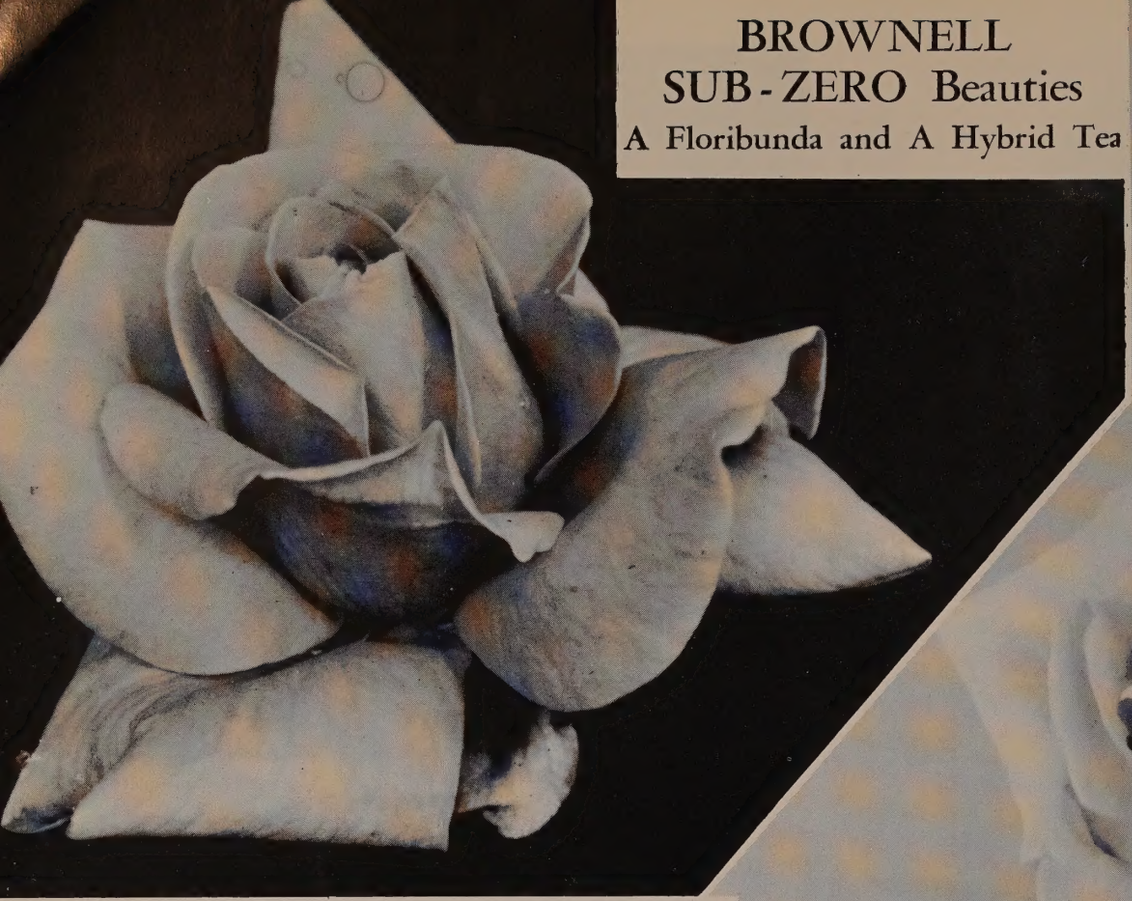
FREDERICK S. PECK—Deep grenadine-pink with yellow center. Clusters of 2 inch, semi-double roses. An aristocrat.

LITTLE COMPTON CREEPER—Nature's own deep wild rose-pink. Large, single, in clusters, red hips in fall—a beautiful sight.

YELLOW CREEPING EVERBLOOM—Very vigorous with excellent foliage. May be grown upright, spirally around post, tripod or fanshaped against rack. Also makes a ground cover second to none. Blooms in clusters; a good bloomer.

BROWNELL SUB-ZERO Beauties

A Floribunda and A Hybrid Tea



LADY LOU—One of Brownell's outstanding SUB-ZERO Floribundas that blooms a new, rich, luscious color combination jasper-red to rose-opal. Magnificent large blooms with 50 recurled petals. Bears continually a tremendous quantity of Roses that are very long and lasting and **just perfect for cutting.** Grows to about 3 feet tall.

BREAK o' DAY—Like the orange and **apricot tints that suffuse** the Eastern sky before sun-up, this glorious Hybrid Tea is aptly named. Blanketed with large, very double, free blossoming Roses that average 4 to 5 inches in diameter here is a symphony of color to delight any rosarian. A vigorous grower that will attain four to five feet when established.

Hybridizing fields at Little Compton, R. I.

BROWNELL
MULTI-PURPOSE
ROSE SPRAY
$1.50 PER POUND

Easy to apply
Scientifically balanced
FORMULA

Prevent pests from
enjoying your Roses

You can count on this new, sturdier race of Roses doing better throughout, including the cold of Canada and the heat of Florida.

GUARANTEE

Follow our simple directions for planting and winter protection and SUB-ZERO ROSES should thrive hardily for decades. We will replace any BROWNELL ROSE purchased from us that does not live for 5 years—no other rose grower gives such a sweeping guarantee. If you have trouble, write and let us know.

All of Our Roses Are 2-year-old Field-Grown Plants

Brownell Roses, Inc. Little Compton, R. I.

Date of Order ..... 196 .....

PRICES* $2.25 for one,
$6.25 for three,
GRADE No. 1 $22.00 per doz.

*** EXCEPT AS NOTED**
EXTRA GIANT SIZE $1.00 each extra
REGRET WE HAVE NO C.O.D. DEPT.

Tree and Fountain Roses shipped in the Spring only

Shall we substitute when necessary

☐ yes ☐ no

ORDER SHEET

SPRING 1962

Name .....
(Please Print)

Street or
R. F. D. No. or
P. O. Box .....

City .....

County ..... State .....

Planting instructions and extra order blanks sent with your order

	SUB-ZERO HYBRID TEAS EVERBLOOMING		SUB-ZERO FLORIBUNDAS EVERBLOOMING		SUB-ZERO HARDY CLIMBERS		SUB-ZERO EVERBLOOMING TREE ROSES
	Atomic White		Anne Vanderbilt		Brownell Rambler		Curly Pink
	Arctic Flame		Dolly Darling		Copper Glow		Handsom Red
	Ave Maria		Flameburst		Cl. Break o' Day		Orange Ruffels
	Break o' Day		E. I. Farrington		Elegance		Queen o' the Lakes
	Country Doctor		Flirt		Golden Climber Mrs. A. C. James		V for Victory
	Curly Pink		King Boreas		Golden Glow		Delightful
	Delightful		Lafter		Golden Pyramid		Helen Hayes
	Handsom Red		Lady Lou		Pearly White		Lily Pons
	Helen Hayes		Nearly Wild		Cl. Red Duchess		Pink Princess
	Lily Pons		Pink Bouquet		**SUB-ZERO HARDY CREEPERS**		Red Duchess
	Lourdes Rose		**GIFT CERTIFICATE**		Apricot Glow		**SUB-ZERO TREE ROSES IN ABOVE VARIETIES $9.00 each**
	Orange Ruffels		**The Perfect Answer to Your Gift Problems.**		Carpet of Gold		
	Pink Princess		**State Amount on Separate Note and Other Information.**		Coral Creeper		
	Queen o' the Lakes		**See Back of Return Envelope.**		Frederick S. Peck		
	Red Duchess				Little Compton Creeper		
	Shades of Autumn				Yellow Creeping Everbloom		**3-in-1 SUB-ZERO RAINBOW TREE ROSES $9.50 each.**
	Tip Toes						
	Treasure Gold						
	V for Victory						
	Yellow Ruffels						

BROWNELL SUB-ZERO EVERBLOOMING PILLARS

	No. 3 White Cap		No. 82 (deep Pink)		No. 115 (brilliant Red)		No. 165 (two-toned Pink)
	No. 12 (Orange)		No. 83 (light Pink)		No. 122 (buff Yellow)		No. 340 (bright Pink)
	No. 73 (Red)		No. 84 (Yellow)		No. 126 (Orange)		Rhode Island Red

No. 1 Grade $4.00 ea. 3 for $9.95 $36.00 per Doz.

FOUNTAIN ROSES $9.50 each	Rhode Island Red	Pink	Yellow	Red	Rainbow	See Other Side for Description

BROWNELL MULTI-PURPOSE ROSE SPRAY

$1.50 per pound

(.....) No. of Pounds

Total No. Plants This Order .....
Amount this order ..... $.....
R. I. Residents Add 3% Tax ....
Handling Charges ..... .50
( ) lbs. Spray—$1.50 per lb. ....
TOTAL AMOUNT Enclosed ..... $.....
Enclosed Check ( ) M. O. ( ) Cash ( )

Do You Grow Everblooming Roses?

If not it is probably because you know that many gardeners have become discouraged with them.

That is all over now!

Discouragement in growing Roses is a thing of the past!

The Brownell Family of Little Compton, Rhode Island have, with the help of some of the world's leading University Professors, over more than 35 years of scientific hybridizing, produced a new Race of "SUB-ZERO HYBRID TEAS, FLORIBUNDAS and HARDY CLIMBERS", with all the beauty, size and merit of the others and have added:

Sub-Zero Winter Resistance to survive 35° and 40° below zero. (15° below without protection).

In hot weather they do better than the tender varieties.

They have many more blooms to a bush, often 100 or more in a season when established.

They are more disease resistant.

Eight varieties are non-susceptible to blackspot.

They bloom more constantly, from Rose Time until heavy frost.

The blossoms are gorgeous.

Also we announce a new Race that will revolutionize Rose gardens everywhere.

Brownell Everblooming Pillars

Produced thru Mutation breeders. Thousands of new varieties are produced each year. Selected varieties not only everbloom the first year like Hybrid Teas, from early rose-time until fall; but all stems, branches and canes bloom as they mature the year they grow. There are no blind canes. This means that some of the largest, most beautiful Roses bloom in clusters on canes the year the canes grow.

They are so new and different that no other type of rose is to be compared with them.

They are Sub-Zero. They are Everblooming.

They can be grown as Hybrid Teas cut back as desired; as Shrubbery or specimen bushes 4 to 8 feet high; or as climbers as tall as the once bloom climbers.

Faded blooms should be removed to increase rebloom. This applies to all roses.

We want those who buy Brownell Roses to enjoy their new beauty; that is why we replace free any rose bought here at retail that fails anywhere within five years. Do you know of any other such Roses that warrant such a guarantee. Trees replaceable same, if they fail down to 15° below zero.

SPRAYING SUGGESTIONS FOR ALL ROSES

While many Brownell Roses are non-susceptible to blackspot spraying should be conducted for the control of insects, as well as fungus infections. The U. S. Department of Agriculture Service has proved that regular disease control has both current and cumulative value. This year's efforts not only give immediate benefit but also lower the blackspot carry-over on leaves and stems next year.

Brownell Multi-Purpose Spray is currently being used at the famous Brownell Rose Gardens and Nurseries in Little Compton, R. I.

Spraying is not a cure but a preventive. Start spraying as soon as leaves start to form and continue weekly until frost.

What Are Fountain Roses?

Fountain roses, prior to the introduction of the Brownell Fountain roses, were obtained by grafting once bloom climbers on whips about 36 inches from the ground. With their own weight they would fall over to the ground giving a fountain or cascade effect and once a year an abundant bloom. With the introduction of the Brownell Everblooming Pillars, it was discovered that by budding these on whips the same effect was obtained but you have constant bloom all summer.

These are very new and have met with outstanding success and popularity.

HANDY ORDER BLANK ON REVERSE SIDE OF THIS SHEET.

Descriptions of Brownell SUB-ZERO Floribunda Rose and Hybrid Teas Pictured on Opposite Page

FLAMEBURST—The Brownells proudly present their latest creation in a family of outstanding Roses—FLAMEBURST! A Sub-Zero Floribunda, a single, in brilliant red with bright yellow center that is the ideal companion to our fabulous Nearly Wild that America went "wild" about in 1959 and 1960. Last summer, its abundant bloom in clusters created excited comment in our Display Gardens. FLAMEBURST is extremely vigorous, growing to a height of four feet, with dark, glossy green foliage.

V for VICTORY—Most beautiful, large, very double, fragrant Roses that are 4 inches in diameter; constantly blooming in ideal form. Bushes grow 3 to 4 feet in height. To numerous experts, there is no such long-lasting loveliness in Roses. It holds its color better than any other Hybrid Tea we know of.

HELEN HAYES — The perfect semi-double Rose, chosen to honor America's great actress Helen Hayes, is as beautiful and radiant in its varied coloring as the name it bears. Actually no two blooms of the Helen Hayes Rose are exactly alike. The four inch flowers open as yellow roses, changing to orange and then the full bloom carries a warm, gorgeous pink color. One of America's most fragrant roses, grows over 4½ feet in height and has proven to be disease resistant, especially to blackspot.

SHADES of AUTUMN — An abundant and joyous expression of bicolored beauty in a very lovely Hybrid Tea. Many of our customers have reported that this beautiful red, yellow and blush flower is gorgeously outstanding. Blooms singularly on stems with 30 to 40 petals. Bush grows upright to a height of 4 feet.

Brownell® Sub-Zero Roses

"V for Victory" EVERBLOOMING HYBRID TEA

Flameburst Floribunda

Shades of Autumn EVERBLOOMING HYBRID TEA

Helen Hayes

EVERBLOOMING HYBRID TEA

DESCRIPTION ON OPPOSITE PAGE

R. E. SMITH CO., FALL RIVER, MASS.

Brownell® Roses Inc.

HOME OF THE FAMOUS SUB-ZERO ROSES

LITTLE COMPTON, R. I.

U.S. Dept. of Agriculture
Library
Division of Reference
Washington 25, D.C.

Form 3547 Requested

Yellow Ruffels EVERBLOOMING HYBRID TEA

A new rose that is a sport of Orange Ruffels, except color is a beautiful fade-resistant yellow. Very vigorous with 4 inch blooms on 3 to 4 foot bushes. Probably the only gorgeous Yellow Hybrid Tea Rose that is non-susceptible to blackspot.

RHODE ISLAND RED—A glorious dark red that flowers profusely through summer 'till frost. This is one of the hardiest of roses, pioneered and developed by Brownell. Sub-zero Everblooming Pillar that is as tall as a climber and blooms as freely as a Hybrid Tea.

Brownell's Greatest Triumph—A Mammoth Bouquet in THREE VIVIDLY CONTRASTING COLORS on a Single Tree—Our 3-in-1 Fountain Tree Rose

RED! PINK! YELLOW!

All **three** colors on **one** tree! Each a magnificent, beautifully formed 4½ to 6" bloom that will remain true to form throughout the long life of this hardy Fountain Tree Rose. Each surfeited with its own distinctive fragrance. Cascading from eye-level almost down to the ground, luxuriantly flaunting its vari-colored beauty in eye-stopping rainbow profusion, it dramatically accents your garden or breathtakingly outlines your drive. Sub-Zero, of course and backed by our unequivocal 5 year guarantee! It is bred to live a lifetime.

$9.50 Each
2 for $17.50 - 4 for $33.00

WHITE CAP—Pure white Everblooming Pillar that blooms in armfuls on all stems and canes each year, as they grow. A fragant mass of roses that will grow as tall as the tallest climbers. Sub-zero; absolutely vigorous.

Rhode Island Red

EVERBLOOMING PILLARS

White Cap

ALL SUB-ZEROS